

HEALTHY COMMUNITIES **TOOL**
Nutrition & Physical Activity **KIT**

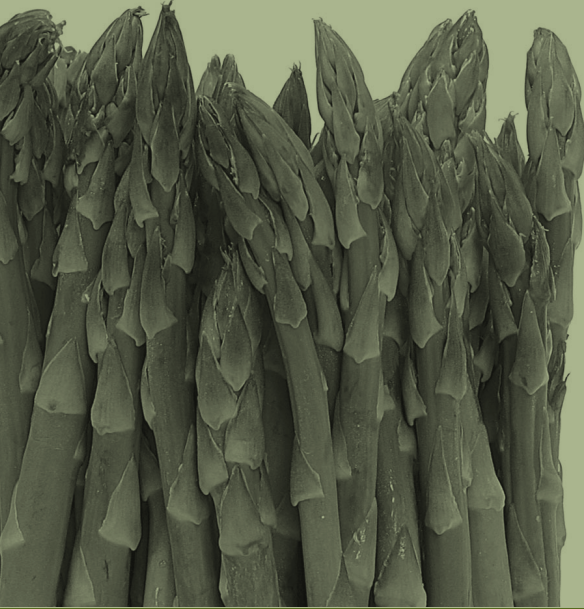


PLANNING
PROCESS

TOOL KIT

HEALTHY COMMUNITIES

Nutrition & Physical Activity



Lessons learned

Community leaders from the cities of Moses Lake and Mount Vernon and project partner staff involved in the Healthy Communities Project share the valuable lessons they learned developing their action plans. They share their experience with other communities embarking on this challenging and exciting work.

PLANNING PROCESS

- The planning process takes longer than you think. It's important to be patient, flexible with your time lines, dogged in your approach, and above all trust the process will work. It is worth the time and effort.
- This is an ambitious undertaking and there has to be recognition that not all communities have the funds, community capacity or commitment that were available in Moses Lake and Mount Vernon.
- There needs to be resources such as some funding and technical assistance to accelerate the planning process; without it the process might take longer.
- Each community needs a catalyst: for example a funding opportunity or a mayor who is willing to use his values and position to take action.
- To be successful there needs to be a long-term commitment from community leaders and a strong partnership between city government and the Healthy Communities Project.
- Choose a project or activities early on where you can be successful. The community is watching what you are doing. The small successes help build credibility and you can continue to build on these successes.

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- Try to keep the advisory meetings short; no longer than two hours. We provided food which was greatly appreciated. It's important to find ways for people to participate and be engaged in an active way during the meetings. People get bored if they are just presented information and data all evening long.
- Working on policy and environmental change might be new to a community; spend time educating key stakeholders why the focus is on policy and environmental changes.
- It helps if you can provide stipends or other incentives for people to participate.

Mount Vernon Healthy Communities Project

Planning Process: How Decisions Were Made

The City of Mount Vernon convened a small group of key community stakeholders to meet with the project planning team. They established recruitment criteria for the project advisory committee and brainstormed a list of community members that they identified as being strategic for the success of the project. Following this meeting, community leaders and residents were recruited to serve on the Mount Vernon Health Communities Project (MVHCP) Advisory Committee. MVHCP volunteers were asked to make a six-month commitment to serve on the committee with the goal of creating the project action plan. The three goals that guided the planning process were:

1. To build partnerships and opportunities for collaboration across a large, diverse group of community leaders and partners with experience and expertise in nutrition and physical activity as well as community-based efforts.
2. To promote understanding and identification of factors which affect nutrition and physical activity choices in Mount Vernon using a comprehensive community assessment of beliefs and attitudes as well as existing nutrition and physical activity programs, policies, and resources.
3. To support community efforts for improving nutrition and physical activity through environmental and policy change.

With these goals in mind, the committee worked to assess Mount Vernon's resources, opportunities, and barriers to healthy nutrition and physical activity, participated in planning meetings, created the contents of the Mount Vernon Healthy Communities Action Plan, and conducted public meetings to gather community input on the draft plan.

The framework that the advisory committee used to develop the action plan included the *Washington State Nutrition and Physical Activity Plan: Policy and Environmental Approaches*, information provided by the project partners, a community inventory, and results of four focus groups and interviews with a wide range of community members.

The resources and tools in this chapter were developed and used as part of the planning process that culminated in the Mount Vernon Healthy Communities Action Plan.

Criteria for Choosing Community Issues

- Is the issue winnable?
- Is it urgent or immediate?
- Is it of long-range significance?
- Does it have broad appeal?
- If it doesn't have broad appeal, for what group(s) does it have appeal?
- Is it important?
- Is its impact city-wide (county)?
- Can it be used to involve people in your community?
- Is it non-divisive among your community?
- Is it specific?
- Can it be used to develop leadership?
- Can it be used to develop capacity in the community to do other prevention work?

Adapted from the Citizens Action League (9/04)

Quick guide to writing goals and objectives

Goals

Goals are broad, brief statements of intent. They can be a guiding dream, ideal, desired change, or vision for which the project aspires to or strives for in the future

- Provide focus / direction for work
- Non-specific, non-measurable, not tangible

Example Goal Statements

- Increase the number of Mississippi children enrolled in early childhood education programs who eat breakfast.
- Strengthen community health by improving access to health and medical services.
- Increase the proportion of adults and children whose diets reflect the Dietary Guidelines for Americans.
- Increase the proportion of adults and children who meet the physical activity recommendations.

Objectives

Objectives are meant to be realistic targets for the program or project. They can also be defined as measures of success. They are the steps one takes to achieve the goal of the program or project and assist in determining the success of the program or project.

- Objectives provide realistic **steps to attain the Goal**:
- Objectives should be specific, measurable and attainable
- Objectives should also:
 - 1) State the desired results;
 - 2) Identify a target population;
 - 4) Use numerical targets;
 - 5) Identify a target date for completion; and
 - 6) Be achievable with available resources
- Types of objectives
 - o **Process objectives**: tell what you are doing and how you will do it; describes participants, interactions and activities (short term)

- o **Outcome objectives:** tell what the long term implications of your program will be; describes longer term impact on community; usually refers to health conditions (e.g. hypertension), behavioral measures (e.g. breastfeeding rates, rates of smoking), or levels of mortality, morbidity, and/or disability.

Example Process Objectives (1 year or less)

- All vending machines in Mount Vernon schools will offer healthy food and beverage choices during the 2005-2006 school year.
- The Schools Out Action Committee will meet six times between February and May 2004 to plan for summer activities for Arizona youth.

Example Outcome Objectives (2-5 years)

- By December 2005, the initiation rate for breastfeeding in Ogden County Arizona among Latinas will increase from 25% in 2003 to 50%.
- By December 2010, the percent of Mount Vernon students who are overweight will decrease from 19% in 2004 to 15%.
- By December 2008, the percent of Mount Vernon residents who are physically active a minimum of five times a week will increase from 35% in 2004 to 50%.

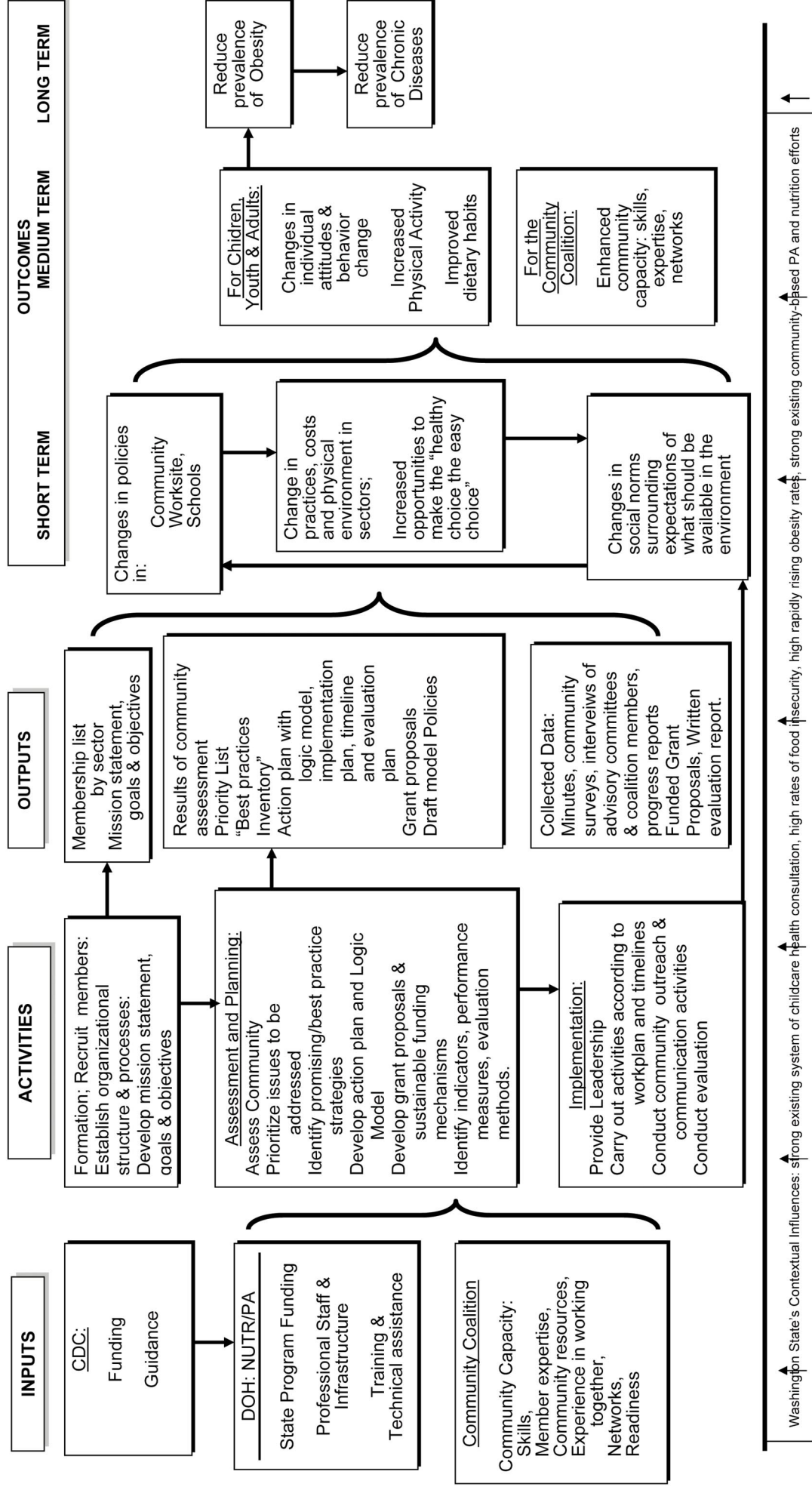
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7/9/04

Logic Model Framework for Healthy Communities. Level 2: Community



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Mount Vernon Nutrition & Physical Activity Project – DRAFT 2004 Project Timeline

Activity	January	February	March	April	May	June
Preliminary Meetings with potential partners & stakeholders Start/contract local project coordination --	01/15/04 Select coordinator Contract in place					
Advisory Committee (AC) Recruitment – Talking points for verbal invitations	X					
Verbal invitations To potential AC members		X				
Confirmation Letters From Health depart to new AC members – request participation at Feb kick-off; to include orientation packet w/project background		X				
Press Release						Public Review Draft Available + Open Forum
Baseline Inventory – Environmental Audit			Announce project and kick-off event X	Planning group reviews findings X		
Summaries – Focus Groups			X	X		
Agenda /Orientation mailed to AC		X	X	X		
Advisory Committee – • Project/Partners • Goals • State Plan • Roles/Responsibilities • Sub-Committees • Inventory/Environmental Audit • Summaries – Key Informants/Focus Groups • Evaluation Desired • Attend public events		#1 Feb 23 rd • Info • Tools	#2 March 25th ▪ -review assessment	#3 April 29th ▪ Decisions ▪ Evaluation	Review/Comment on Draft Plan	June 3 rd Public meeting/comments
Public Events			Kick-off event: walkability survey			

Mount Vernon Nutrition & Physical Activity Project

Planning Team Purpose and Responsibilities

Purpose

The purpose of the planning team is to assume lead responsibility for organizing and facilitating all aspects of the project that will make environmental and policy changes in order to improve the nutrition and physical activity lifestyles of Mount Vernon residents.

The Planning Team will consist of representatives from the following agencies:

- Washington State Department of Health
- City of Mount Vernon
- Skagit County Department of Health
- National Park Service – Rivers, Trails & Conservation Assistance Program
- University of Washington

Responsibilities

Planning team member responsibilities will include, but are not limited to, the following:

- participate in conference calls and other meetings to develop project timeline
- plan agendas and logistics for upcoming meetings (advisory committee meetings and public events)
- gather and organize background information and/or documents
- facilitate completion of the ‘Mount Vernon Environmental Scan’ (documentation of existing program and facility resources)
- coordinate ‘to do’ lists and share workload responsibility
- prepare written and graphic presentation materials
- manage public relations and media outreach
- facilitate meetings
- engage various stakeholders in conversations about the project (personal visits, phone calls, etc)
- assure that the evaluation of both the planning process and eventual actions are meaningful to both stakeholders and residents of Mount Vernon.

Mount Vernon Healthy Communities Project

Advisory Committee Purpose and Responsibilities

Purpose

The purpose of the advisory committee is to represent various community interest groups in a project that will make environmental and policy changes in order to improve the nutrition and physical activity lifestyles of Mount Vernon residents. The Washington State Department of Health developed a statewide plan for nutrition and physical activity that focuses on policy and environmental approaches. One component of that plan is to provide technical assistance to interested communities in a project to select from a ‘menu’ of possible actions, implement those actions and monitor the results.

The advisory committee members will participate in a series of meetings between February and June designed to:

- inform and educate them on the background and purpose of the statewide nutrition and physical activity plan.
- provide thorough information on the ‘action’ recommendations in the statewide plan
- discuss, evaluate, and choose actions that are appropriate to implement in Mount Vernon
- document baseline information on existing policy, program and facility resources related to nutrition and physical activity
- provide input and advice on approaches to evaluation of planned actions that would be meaningful to residents of Mount Vernon.

Responsibilities

Advisory committee members will be asked to attend 3 advisory committee meetings and 2 public meetings over the next 4 months. These meetings will occur in the evening and should last approximately 2 hours each.

During advisory committee meetings members will be learning about the content of the statewide plan, assisting in documenting existing conditions, choosing actions to implement in Mount Vernon, and providing advice on approaches to evaluating the effectiveness of actions selected.

The first public meeting will be a ‘kick-off’ type event to announce the project to the community and local media. The second will be a public event near the end of the project to let the community and media know about the actions that have been selected by the advisory committee and what to expect next. Advisory committee members will be identified by name in press releases and at the public events.

Agenda

Mount Vernon Healthy Communities Project Start Up Meeting

January 15, 2004

Welcome/Introductions

Goal of Mount Vernon Healthy Communities Project - Peter

Purpose /desired out come of today's meeting - Liz

- ❖ To get your expert advise on who to involve in the Mount Vernon Healthy Communities Project Advisory Committee
- ❖ To agree on the best strategies for engaging them in the project.

Background and overview of MVHCP/link to state plan and focus on environmental and policy change - Kyle

Healthy Communities Project partners

- Mount Vernon Department of Health - Peter
- City of Mount Vernon - Jana
- WA State Department of Health - Kyle
- University of Washington - Caroline
- National Park Service - Michael

Agree on purpose and scope of advisory committee - Ruth

Criteria for selecting committee members - Liz

Identify potential members – Liz/Ruth

How to engage/recruit advisory group members – Liz/Ruth

Set first advisory meeting date - Peter

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Mount Vernon Healthy Communities Project Advisory Committee Meeting
Monday, February 23rd
5:30 – 8:30 pm

- 5:30 **Dinner buffet**
- 6:00 **Welcome and introductions:**
- 6:15 **Awareness and Information Sharing**
- Purpose of tonight's meeting
 - An opportunity for Mount Vernon to address the public health problem of obesity
 - Role of partners
 - City of Mount Vernon
 - Skagit County Department of Health
 - University of Washington
 - National Park Service
 - WA State Department of Health
 - Scope of the problem:
 - Policy and environmental approach to promoting physical activity and good nutrition
 - Outcome: an action plan for Mount Vernon: diverse approaches reflective of community priorities
 - Identifying goals and objectives and role of stakeholders
 - Project timeline
 - Questions and clarifications
- 7:15 Stretch break
- 7:25 **Assessment of Mount Vernon Community**
- Importance of community assessment
 - Your opinion counts
- 8:00 **Roles and Responsibilities of the Advisory Committee**
- 8:30 **Adjourn**

Next advisory meeting dates: March 25th, April 29th

**Mount Vernon Healthy Communities Project
Community Advisory Meeting
Thursday, April 29, 2004**

5:30 – 8:15 pm

- 5:30 Dinner Buffet
- 5:45 Introductions and welcome
- 5:55 Clarifying data and information questions raised at last meeting
- 6:05 Committee response to data and information collected
- 6:20 Small and large group discussion on priority recommendations
 - Nutrition
 - Physical activity
- 7:20 Selecting priority recommendations: every vote counts
- 7:25 Break
- 7:35 Small group discussion of activities to carry out priority recommendations
- 8:00 Selection and role of plan subcommittee
- 8:15 Adjourn

**Mount Vernon Healthy Communities Project
Community Advisory Meeting
May 27, 2004**

5:30 – 8:30 pm

Meeting objectives:

1. Share, discuss, and obtain feedback on objectives and actions steps for each of the three priority recommendations
2. Discuss next steps including public hearing and future role of advisory group

5:30 Dinner Buffet

5:45 Introductions and acknowledgement subcommittee's good work

- 6:00 Subcommittee reports and discussion/feedback
- Ensure that schools K-12 provide healthy foods and beverages: Judy and Suzanne
 - Utilize urban planning approaches- zoning and land use- that promote physical activity: Diane and Elizabeth
 - Encourage policies that provide K-12 students with opportunities for physical activity outside of formal physical education classes: Rick and Larry

- 8:00 Next steps
- Public hearing: June 3rd
 - Community kick-off
 - Future role of advisory group

8:25 Evaluation

8:30 Adjourn